

Message Text

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SUBJECT: DECEMBER VIENNA/MOSCOW TANDEM JEEP

BEWT FOR THOMPSON

REF: STATE 246960

1. WE SHARE BEWT CONCERN OVER SUBJECT MINI-EXHIBIT BECAUSE PARA 1.C. REFTTEL INDICATES USDOC PROCUREMENT OF BAIRD-ATOMIC TO SUBJECT EXHIBIT APPARENTLY HAS BEEN BASED ON ERRONEOUS ASSUMPTION THAT A LARGE ATTENDANCE FROM EE COUNTRIES WOULD BE PRESENT AT EWTC EVENTS.

2. BEWT IS REQUESTED TO INFORM PROCUREMENT OFFICERS FOR EWTC EVENTS THAT EXHIBITS IN EWTC ARE PRIMARILY DESIGNED TO GIVE U.S. COMPANIES NOT EXPERIENCED IN EAST-WEST TRADE A) THE OPPORTUNITY TO EVALUATE MARKET POTENTIAL FOR THEIR EQUIPMENT THROUGH DISCUSSIONS WITH EWTC STAFF AS WELL AS EAST-WEST TRADERS AND LIMITED NUMBER OF EASTERN EUROPEANS WHO VISIT EXHIBITS, AND B) THE OPPORTUNITY TO APPOINT A SUITABLE REPRESENTATIVE FROM AMONG THE EAST-WEST TRADERS SPECIALIZED IN THEIR FIELD IF THEY SO DECIDE.

3. FOR BEWT BACKGROUND WE NOTE THAT IN PLANNING EWTC EVENTS WE ASK EMBASSY VIENNA COMMERCIAL SECTION AND NEIGHBORING POSTS PARTICULARLY IN EE COUNTRIES TO PROMOTE THE EVENT IN THEIR AREA. TRADE PROMOTION IN NEIGHBORING COUNTRIES IS STANDARD PRACTICE IN ALL USDOC TRADE CENTERS AND USUALLY RESULTS IN SOME VISITORS

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COMING FROM NEIGHBORING COUNTRIES. EE POSTS CAN ONLY SUCCESS-

FULLY PROMOTE EWTC EVENTS, HOWEVER, AND THEREBY ATTRACT EE ATTENDANCE IF THE EVENT IS COMPLETELY PROCURED AND PROMOTION MATERIAL CAN BE AVAILABLE TO THE EE AUDIENCE WELL BEFORE (3 TO 4 MONTHS) THE EVENT DATE. THUS FAR, NO EWTC EVENT HAS BEEN PROCURED WITHIN THIS OPTIMUM TIME FRAME.

NEVERTHELESS, WE BELIEVE THAT EWTC EXPERIENCE IN ATTRACTING VISITORS FROM SURREOUNDING COUNTRIES PROBABLY IS NOT GREATLY DIFFERENT FROM THAT OF OTHER TRADE CENTERS.

4. WE CAN SCARCELY CREDIT BAIRD-ATOMIC SALESMAN CLAIM THAT CZECH, HUNGARIAN AND ROMANIAN MINISTRY AND FTO OFFICIALS AND SCIEN- TISTS CANNOT OBTAIN VISAS TO VISIT VIENNA. BEWT SHOULD BE AWARE THAT SEVERAL IMPORTANT CZECH TRADE OFFICIALS HAVE CALLED AT EWTC IN PAST 18 MONTHS AND HUNGARIAN VISITORS TO EWTC ARE HARDLY UNCOMMON. ON NOVEMBER 8, FOR EXAMPLE, WE BRIEFED 11 HUNGARIAN OFFICIALS IN COMPUTER AND EDUCATION FIELDS WHO WERE BROUGHT TO EWTC BY WANG LABORATORIES EE OFFICE IN VIENNA. MORE PROBABLE EXPLANATION IS THAT SALESMAN IS BLAMING SALES RESISTANCE ON PO- LITICAL SYSTEM.

5. WE SUGGEST BEWT MAY WISH TO QUERY EMBS BUCHAREST, BUDAPEST AND PRAGUE WHETHER SCIENTISTS, FTO AND MINISTRY OFFICIALS ARE NOT ISSUED VISAS TO GO ABROAD IF THERE IS SOUND REASON FOR DOING SO.MOWINCKEL

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